

Exclusive Feature

WE'VE GOT STAFF *the right*

Yet another year of numerous airline and national awards, as well as ISO certifications - a testimony to the tireless efforts of our team.

Despite serving nearly 22 million passengers at Singapore Changi Airport, SATS people treat every passenger as a special individual by giving them warm, attentive and personalised service. This commitment to quality has been one of SATS' guiding principles throughout its 50 years of operations. It is no wonder then that we have been consistently recognised with numerous awards by airline customers, the government and private agencies.

As the leading ground handling and inflight catering service provider at Singapore Changi Airport, SATS has contributed significantly towards Changi being voted as the world's best airport, for a record 15 consecutive times. The tribute to Changi is a source of pride for every member of the SATS family.

During the year, SATS Catering received honours from three leading passenger airlines. Cathay Pacific chose us as its Most Consistent Caterer in its network, while we received the British Airways Partners in Excellence (Silver) Award for service quality. United Airlines named us as its top Asian inflight caterer for its International Catering Awards 1999.

We did equally well in ground handling. Emirates conferred on us its Excellent Passenger Handling Award and, for the seventh consecutive time, the Consistently High Flight Punctuality Performance Award. Pakistan International Airlines paid tribute to SATS for enabling its Singapore station to win the Best Overseas Station

Award, while Qantas Airways honoured us with its Preferred Supplier Assessment Award.

At the national level, the Prime Minister of Singapore, Mr Goh Chok Tong, recognised 23 of our staff as Model Workers. Another 149 of our staff did us proud by winning the Excellent Service Awards in the Star, Gold and Silver Categories from the Singapore Productivity and Standards Board. Topping the list is Sergeant Azhar Ahmad from SATS Security Services Pte Ltd, who received the prestigious Superstar Award.

For our staff to give of their best in their day-to-day work, they must be supported by user-friendly and efficient systems and procedures. During the review period, we achieved two more ISO Certifications, to make it a total of six, covering the various facets of our ground handling and inflight catering service operations.

Our Cargo Division's commitment to preserve and protect the environment with an environmentally friendly system was recognised when it was awarded the ISO 14001 certification on 9 September 1999.

Our Apron Services Division was the latest division to be awarded the ISO 9002 certification by the Singapore Productivity and Standards Board on 3 March 2000. The ISO 9002 certifications for our Inflight Catering Centres 1 and 2 were also renewed.



FACING NEVERENDING CHALLENGES

**SATS HAS CONTRIBUTED
SIGNIFICANTLY IN HELPING
CHANGI WIN THE WORLD'S
BEST AIRPORT AWARD
FOR A RECORD 15TH
CONSECUTIVE TIME**





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WE AIM TO WORK AND IMPROVE ON OUR EXCELLENT TRACK

RECORD TO SERVE OUR AIRLINE CLIENTS EVEN BETTER.

We are in the process of getting ISO 9002 certification for our Baggage Handling team and expect to be certified in the coming year.

SATS has never been one to rest on its laurels. We aim to work and improve on our excellent track record to serve our airline clients even better. Our efforts have not gone unnoticed. SATS is honoured to have been conferred the Singapore Quality Class Award in 1999 in recognition of our excellent systems, processes and practices.

What makes us particularly proud is our success in replicating our high standards in our overseas joint ventures. Our Manila joint venture, MacroAsia-Eurest Catering Services, became the first inflight caterer in the Philippines to be ISO 9002 certified. It also received the Silver Quality Award in Lufthansa's Quality Cube for

excellent service throughout 1999, as well as the Hygiene Award by Cathay Pacific, beating 44 other contenders with a perfect score. Beijing Aviation Ground Services, Macau Catering Services and Evergreen Sky Catering Corporation were also awarded ISO 9002 certification.

Consistently earning awards year after year does not come easily. At SATS, we believe our best asset is our dedicated and skilled people. As such, we place strong emphasis on staff training to nurture, encourage and motivate our team at Singapore Changi Airport. We believe that training also provides valuable opportunities for our staff to take a pause from their daily tasks, focus on the bigger picture, share experiences with other colleagues and build camaraderie within the team and across the organisation.

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On average, each staff member received 28 hours of training last year, not including on-the-job training. During the period in review, SATS invested S\$9.4 million or 3.3% of the payroll in training. A total of 30,600 mandays of training were provided.

For our total approach to human resource development, SATS was awarded the People Developer Award by the Singapore Productivity and Standards Board.

We regularly review the training needs of our staff, and continue to develop new programmes to keep pace with changes taking place in the industry. Among the recent additions were computer-based learning modules. Initially developed for training on ramp safety and the handling of dangerous goods, we are working on modules covering eight other aspects of our operations. Inherent in computer-based learning is flexibility. Staff can complete these training modules according to their own schedule, at their own pace.



AWARD WINNERS



5th Excellent Service Award Presentation Ceremony

Guest of Honour

MR. JETEE CH



We have also introduced Culinary Appreciation and Skills Upgrade Programmes for our catering staff. Cooks, Chefs de Parties and Sous Chefs are sent on attachments to five-star hotels in Singapore, inflight caterers overseas and educational catering institutions like the Singapore Hotel and Tourism Education Centre (SHATEC).

By far the most extensive programme initiated during the year was the YES! to Exceptional Service campaign. The YES! campaign aims to re-vitalise and re-energise our staff to deliver exceptional service by exceeding customers' expectations. SATS appointed London-based consultant Dr David Freemantle to conduct the YES! training programmes for all our staff.

5TH EXCELLENT SERVICE AWARD

Some of our staff who did us proud by winning Excellent Service Awards in the Star, Gold and Silver Categories from the Singapore Productivity and Standards Board. Topping the list was Sergeant Azhar Ahmad from SATS Security Services Pte Ltd who received the prestigious Superstar Award.